![Platform Developer 1 (PDI) Certification Guide &amp; Tips [Updated 2021] |  Salesforce Ben]()**NARNENI**

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**PROFESSIONAL SUMMARY**

* Overall 5+ years of Experience in Customizing and implementing Salesforce Sales Cloud, Service Cloud, Marketing Cloud, Health Cloud, Experience Cloud.
* Expert in developing Reusable Lightning Components using Aura Framework and Lightning Web Components (LWC).
* Expertise in writing Apex Trigger, Apex Class, Visualforce Pages, SOQL & SOSL, Future Methods, Batch Apex, Scheduled Apex, Restful Webservices, Test classes and Unit Testing.
* Adept in Integrating Salesforce with external system using Rest and Soap API.
* Robust Experience in Packaging Salesforce Applications (Managed and unmanaged Package) for Salesforce App Exchange.
* Expert in Configuring and Administering Flows, Integration Procedures, Workflow Rules, Process builder and Approval Process for implementing complex business process automation.
* Strong Experience in implementing Data Security at Object level, Field level and Record level for users at different levels in organization using Profiles, Permission sets, Roles and Sharing Settings.
* Experienced in Creating and Managing Communities, Validation Rules, Duplicate Rules, Assignment Rules, Escalation Rules, Email Services, Page Layouts, Search Layouts, Compact Layouts, Custom links, Buttons and Actions. Proficient in working with Visual Studio Code, Eclipse and Force.com IDE.
* Knowledge in CI/CD and used version control systems like GIT and Source code management tools like GitHub.
* Experienced in Creating and Maintaining Technical Design documents.
* Worked on Sales Cloud, Service Cloud, Experience Cloud.

**CERTIFICATIONS**

* Salesforce Certified Administrator.
* Salesforce Certified Platform Developer I
* Salesforce Certified Platform Developer II
* Salesforce Certified Platform App Builder
* Salesforce Certified Service Cloud Consultant
* Salesforce Certified Business Analyst

**WORK HISTORY**

**State of OH– Westerville, OH Jan 2024 - Current**

**Senior Salesforce Developer**

**Responsibilities:**

* Delivered front-end and back-end architecture and functionality by translating development requirements. Improved data quality by implementing validation rules and customizing page layouts in Salesforce.
* Assisted in troubleshooting technical issues related to Salesforce platform, providing prompt resolution to minimize downtime.
* Reduced manual data entry for the sales team by automating processes using Apex triggers and classes. Developed customized reports and dashboards for various departments, enabling better decision making. Designed and developed analytical data structures.
* Tested functionality, performed debugging and carried out modifications to conduct quality checks. Updated programs as per user needs and developed codes that were in accordance to specifications. Contributed to increased sales team efficiency with streamlined lead assignment rules within Salesforce CRM.
* Conducted training sessions for end-users, creating detailed documentation and user guides to facilitate the adoption of new features.
* Assisted in data migration activities, using Data Loader and Data Import Wizard to ensure data accuracy and integrity.
* Participated in Agile development cycles, contributing to sprint planning, daily stand-ups, and retrospective meetings.
* Designed and implemented a comprehensive case management system to streamline customer support processes.
* Developed custom solutions using Apex, Visualforce, and LWC to meet unique business requirements. Integrated the Service Cloud with external systems to enhance data sharing and operational efficiency. implemented and customized Salesforce Service Cloud solutions to meet client requirements, enhancing case management and customer service processes.
* Developed and deployed custom Apex classes, triggers, and Visualforce pages to automate business processes.

**SKILLS**

 Apex, Aura, Lightning Web Components SOQL & SOSL, Visualforce. Change Set, ANT Migration Tool, IDX Workbench, Data Loader, Data Import Wizard REST, SOAPAPI's HTML, CSS, JavaScript

**Apollo Global Management, LLC – New York, NY Jun 2022 – Dec 2023**

**Salesforce Developer**

**Responsibilities:**

* Developed and implemented data management strategies to ensure data accuracy and integrity Having daily scrum meetings with the product owner, QA's to discuss issues and achieve goals Successfully administered and configured Salesforce Sales Cloud for a high-performing sales team Configured and customized Sales Cloud to support complex sales territories and hierarchies, enabling efficient territory management and accurate sales forecasting
* Developed and delivered comprehensive user training materials, including documentation and hands-on workshops, resulting in improved user adoption and proficiency in Sales Cloud
* Collaborated with stakeholders to gather requirements and translate business needs into scalable and customizable solutions within sales Cloud.
* Implemented and customized Experience Cloud solutions to enhance the user experience and drive customer engagement
* Developed responsive and user-friendly web applications using Experience Cloud components and templates.
* Created personalized customer journeys using Experience Cloud's Journey Builder, resulting in improved conversion rates and customer satisfaction.
* Provided exceptional customer service by utilizing CRM tools to track customer interactions, resolve issues promptly, and maintain a high level of customer satisfaction
* Developed and implemented customer support workflows within the CRM system, resulting in improved response times and customer retention rates
* Implemented a customer relationship management (CRM) system, resulting in a30% improvement in sales efficiency and a 15% increase in customer retention
* Successfully managed high-stress customer escalations through various channels, resolving issues promptly and maintaining a calm and professional demeanor.
* Led data migration projects, successfully transferring critical sales data from legacy systems to Sales Cloud while ensuring data integrity and minimal disruption to sales operations Designed and implemented validation rules, workflows, and approval processes to enforce business rules and streamline sales operations
* Customized and implemented data management strategies to ensure data accuracy and integrity Implemented Case management automation (on Case object) to track and solve customer issues Maintained an email to case system with auto notifications sent to users when a case is created for their respective departments
* Created custom reports and dashboards in Service Cloud, providing real-time insights into team performance and customer satisfaction metrics
* Utilized Service Cloud Analytics to track key KPIs and identify areas for process improvement Utilized APIs to sync customer data between Service Cloud and marketing automation tools, enhancing personalization in support interactions
* Maintained data quality standards by performing regular data cleaning, deduplication, and other data management tasks
* Managed and maintained the platform, including user management, security settings (including sharing rules), data management, and system configurations
* Developed and configured various custom reports and report folders for different user profiles based in the organization

**USDA – Washington, DC Jan 2022 – Jun 2022**

**Salesforce Developer**

**Responsibilities:**

* Involved in Daily Client Calls, Technical discussion and Weekly Sprint Planning.
* Designed and Developed Reusable Lightning web component to Display and Filter Claims related to a member plan
* Created and maintained reports and dashboards to provide real-time insights for sales performance tracking
* Implemented lead scoring and segmentation strategies within the CRM system, leading to more traced and successful marketing campaigns.
* Utilized CRM analytics tools to extract meaningful insights from customer data, enabling data- driven decision-making and personalized customer interactions.
* Consistently identified and resolved complex technical issues within Service Cloud, showcasing a strong analytical mindset and a commitment to maintaining system functionality.
* Successfully planned and executed Service Cloud upgrades, ensuring compatibility with the latest features and security patches while minimizing disruption to operations.
* Managed the rollout of new Service Cloud features and updates to the support team, ensuring smooth adoption through training sessions and documentation.
* Conducted user research and analysis to optimize user experience and improve usability of Experience Cloud applications.
* Utilized Experience Cloud's analytics and reporting capabilities to track and measure user engagement and performance metrics.
* Collaborated with stakeholders to define and implement multichannel marketing strategies leveraging Experience Cloud's capabilities.
* Developed advanced segmentation strategies within Marketing Cloud, segmenting audiences based on behavior, preferences, and demographics to deliver highly targeted campaigns.
* Developed custom Lightning components and Visualforce pages to provide a customized SSO login experience, improving user adoption and satisfaction.
* Implemented Single Logout (SLO) functionality to ensure consistent session management and user experience across connected applications.
* Conducted SSO troubleshooting and issue resolution, reducing SSO-related support tickets by 40% through proactive monitoring and maintenance.
* Stayed up-to-date with the latest SSO trends, technologies, and security threats to continuously enhance the SSO solution's effectiveness.
* Recognized by management for achieving a customer satisfaction rating consistently Designed and automates workflows and processes to streamline sales operations and increase efficiency Conducted user training sessions and provided ongoing support ensure effective adoption of sales cloud
* Collaborated with cross-functional teams to integrate Sales Cloud with other systems and applications Configured Salesforce flows to route the cases to respective department and assign case owner based on the on-call Interaction with Member
* Configured and maintained all the Plan and Claim related objects, field and Profile Permissions Involved in Creating Technical Design documents and Knowledge base articles
* Created and administered all the configurations in the Salesforce Org and in the Partner Community Portal Designed and Developed Reusable Apex Classes, Triggers, Lightning components for

**Pegasystems – Hyderabad, India May 2018– Dec 2020**

**Salesforce Developer**

**Responsibilities**

* Designed and Developed Reusable Lightning web component to Display and Filter Claims related to a member plan
* Designed and Developed Reusable Apex Classes, Triggers Lightning components for Written Test Classes to ensure all the test cases are tested and Code Coverage is above 95% Implemented and customized CRM software to meet specific business needs, resulting in improved efficiency and streamlined processes.
* Collaborated with the sales and legal teams to design and implement Conga Contracts, streamlining the contract management process and reducing contract cycle time by 30%.
* Provided technical support and troubleshooting for Experience Cloud projects, ensuring smooth operation and timely issue resolution.
* Stayed up-to-date with the latest Cloud features and functionality, actively contributing to the platform's continuous improvement.
* Demonstrated strong project management skills, successfully delivering Experience Cloud projects on time and within budget.
* Consistently identified and resolved complex technical issues within Service Cloud, showcasing a strong analytical mindset and a commitment to maintaining system functionality.
* Ensured Service Cloud setup adhered to data privacy regulations (such as GDPR), implementing security measures to protect customer information and maintain compliance.
* Effectively managed and nurtured leads through the sales funnel, resulting in a significant increase in conversion rates.
* Written an Apex Batch to notify contract expiration and to Create Renewal Opportunity once contract is expired and scheduled it to run every day, Developed Restful Webservice to Sync
* Products and Price book from SAP to salesforce
* Conducted regular system audits and implemented best practices for data cleansing and maintenance, resulting in improved data quality and reporting accuracy
* Utilized Sales Cloud's advanced reporting and analytics capabilities to provide actionable insights to sales management, driving strategic decision-making and sales performance improvements Stayed updated on the latest salesforce release and enhancements, proactively identifying opportunities for process improvements and system optimizations within Sales Cloud
* Created Lightning components to display rewards claimed by each customer Migrated Visualforce Pages to Lightning using Aura Components Configured Escalation Rules, Web to case, Email to case, Assignment Rules, Queue, and Omni-channel to assign cases to agents and resolve faster Configured flow and Process Builder to update a case when a complaint email is received from customer
* Created Approval Process with dynamic approver based on record details.

**EDUCATION**

* **Master of Science**: COMPUTER SCIENCEAND ENGINEERING, 05/2022

**University Of Central Missouri** - Warrensburg, MO

* **Bachelor of Science**: COMPUTER SCIENCEAND ENGINEERING, 05/2020

**B V Raju Institute of Technology** - Hyderabad, India